



#BCTourismMatters

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BRITISH COLUMBIA

Sicamous | Darren Robinson

## Sun Peaks Resort: Live Your Best Life

Many visitors to BC flock to the region's expansive snow-capped mountains, eager to ski terrain lauded by some of the world's best athletes. Others gravitate to the peaks for entirely different reasons: they may have never skied, or it could be their first time seeing snow. Rarely does a ski destination effortlessly accommodate both spectrums of skier—and that's what makes Sun Peaks Resort so special.

Just 26 years young, Sun Peaks has earned international acclaim for building a holistic lifestyle experience equally attractive to families, couples, core skiers, leisure-seekers and groups of mixed abilities. Boasting a charming European-style village, Sun Peaks features the second-largest ski area in Canada with an eclectic collection of winter and summer activities designed to maximize each second on the mountain—and the resort is just as welcoming to beginners as it is to hardcore skiers. Despite a sprawling footprint, ski runs are situated just steps from village hotels; the terrain naturally progresses from easy to challenging, allowing novices to gradually build their confidence while making it easy for pros to head straight for steep and deep trails.

Sun Peaks is a gold star example of tourism marketing that exceeds mere promotion of a venue or event; instead, businesses throughout the village have banded together to develop an idyllic destination where fun for everyone is just a stone's throw away. Each season, the resort welcomes visitors from around the world—each with different tastes, stamina and skill sets—seeking to immerse themselves in mountain life. Guests seeking a weekend of pampering can access facilities at Sun Peaks Spa and Sun Peaks Grand, while those who desire solitude in nature have plenty of options for wildlife viewing and hiking. Couples seeking a romantic getaway can indulge in cozy sleigh rides, moonlit snowshoe tours, intimate fondues and torchlight skiing. Families can head straight for all-ages distractions like snowboarding, mountain biking, and golfing.

But event hosting is where Sun Peaks truly shines. The resort has evolved into an event hub, hosting major festivals and performances that cater to a range of visitor markets. One of the biggest events of the year is Snow Bombing Canada, born more than two decades ago in Austria and expanded to Sun Peaks in



SUN PEAKS RESORT

2016, which transforms strangers into friends during three days of buzzworthy electronic music performances. Sun Peaks Winter Okanagan Wine Festival has become so successful it's splitting into two events to accommodate ever-increasing attendance, one held in December and the other in March. The summer concert series brings big-name performers to serenade visitors and the local community of 800 people with free performances, including an upcoming show by Serena Ryder on July 27, 2019. Mountain Spirit Festival, 5K Foam Fest, and Retro Concert Weekend are becoming more popular every year; as is Skate Sun Peaks, featuring a downhill longboard competition on a half-kilometre track normally used for mountain go-karting. Families are treated to four weeks each summer jam-packed with free activities intended to bring generations closer, including science shows, music workshops, and bird viewing.

Sun Peak's year-round buzz is no accident—it is the product of collaboration between a close-knit tourism community who recognize the need to take off their competitive hats and instead pool resources, share insights, and support each other. This impressive community has successfully built a must-visit-now travel destination that tantalizes visitors with limitless opportunities to invest in quality time, attend exciting events, and live their best lives—and all because they recognize, as should all of us, that **#BCTourismMatters**.



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